





# Buy Detail Report

Date: 11/1/201

**Vendor:** WJLA

Client: Independence Virginia PAC  
Media: TV  
Product: Independence Virginia PAC  
Primary Demo: Adults 35+

Flight Start Date:	Flight End Date:
10/29/2012	11/11/2012

Daypart	Daypart Code	Cost	Wks	Dur	1029	1975	Total Adults 35+		Total Adults 56+		Men 25-34	
							RTG CPP	RTG CPP	RTG CPP	RTG CPP		
PT		\$40,000.00	30	1	0		1	6.3	4.0	2.5		
Su 9p-10p								\$6,348.21	\$10,000.00	\$16,000.00		
REVENUE							18	60.7	80.9	13.6		
Total Cost: \$218,000.00							Total CPP/CPM: \$3,558.48 \$2,869.98 \$15,082.36					
Total							18					

Washington, DC

WJLA-TV

Su 9p-10p

REVENUE

16

NOV 12 \$216,000.00